

**GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT**

Tourism Promotion – Conceptualizing, Writing, editing, designing, processing and printing the guidebook on Hyderabad and 3000 Nos. of Complimentary copies, by M/s. Eicher Goodearth Limited, New Delhi – Sanction of Rs. 11,15,000/- – Orders - Issued.

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**YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT**

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G.O.Rt.No. 361

Dated: 31- 03- 2009

Read the following:-

- 1 Govt Lr. No.4374/PMU/DDC/2008, YAT&C (PMU) Department. dt. 19-01-2009
- 2 G.O.Rt. No.2248, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 3 G.O.Rt. No.2249, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 4 G.O.Rt. No.2250, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 5 Bill No. EGOPUB/Hyderabad – AP/ 001, Dt.21-3-2009, M/s. Eicher Goodearth Limited, New Delhi.
- 6 G.O.Rt.No.1897, Finance (B.G.III) Department, Dt.31.03.2009.

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**ORDER:**

To promote Tourism destinations of Andhra Pradesh State, the Tourism and Culture Department has been releasing advertisements to publish in various Tourism and Business Magazines on regular basis, as a part of promotional initiatives. As a follow up of these initiatives, this Department has released Andhra Pradesh Tourism – Conceptualizing, writing , editing, designing, processing and printing the guidebook on Hyderabad and 3000 Nos. of complimentary copies - M/s. Eicher Goodearth Limited. After supplied of the books, the said agency has submitted a bill amounting to Rs. 11,15,000/- vide letter 5<sup>th</sup> read above for arranging payment.

2. After careful examination of the matter, the Government hereby accord sanction an amount of Rs. 11,15,000/- (Rupees Eleven Lakhs Fifteen Thousand only) towards Conceptualizing, writing , editing, designing, processing and printing the guidebook on Hyderabad.

3. The amount sanctioned at para 2 above shall be debited to the following Head of Account:

“ 3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN,GH 11- Normal State Plan - SH (12) – Advertisements for Promotion of Tourism – 206 – Advertisements, Sales & Publicity Expenses”.

4. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw and disburse the amount sanctioned at para 2 above, in favour of M/s. Eicher Goodearth Limited, New Delhi, after deducting I.T. payable to the Income Tax Department.

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

**D. LAKSHMI PARTHASARATHY  
PRL. SECRETARY TO GOVERNMENT**

To,  
M/s. Eicher Goodearth Limited, New Delhi.  
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.  
The Pay & Account Officer, A.P. Secretariat Branch, Hyderabad

Copy to:

The YAT& C (PMU- Claims) Department.  
SF/SCs.

**//Forwarded :: By Order//**

**SECTION OFFICER**